

## ORDER



**Orders**  
**Order / Rev:** 716310 - 1  
**Alt Order #:** 06334734  
**Product Desc:** FITZGERALD FOR CONG  
**Estimate:** 12130  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/24/12 / 10/01/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Media Strategies  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** FITZGERALD,K/D/US HOUSE  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$38,800.00	\$32,980.00
10/01/12	10/01/12	4	\$27,000.00	\$22,950.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$38,800.00	\$32,980.00	0.00
October 2012	4	\$27,000.00	\$22,950.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$65,800.00</b>	<b>\$55,930.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	20%	\$65,800.00
Market	100%	\$329,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	31%	\$101,990.00
WFTS	14%	\$46,060.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	35%	\$115,150.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	WTSP	10/01/12	10/01/12	M-F CBS Soaps	CM	M-F 1230-2p	M-----	1:00	1	\$2,200.00	P-3	0.00	NM	0	\$0.00
Young & Restless/Bold & Beaut(12:30 PM-4:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$2,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	10/01/12-10/07/12		M-F CBS Soaps		M-F 1230-2p	(12:30 PM-4:00 M-----	1:00		<del>(\$2,200.00)</del>		0.00	NM		

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 Estimate: 12130

WTSP-TV

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E 8	WTSP	10/01/12	10/01/12	M-F CBS Soaps Young & Restless/Bold & Beaut(12:30 PM-4:00 PM)	CM	M-F 1230-2p	M-----	1:00	1	\$2,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
		<i>Credited</i>													
N 12	WTSP	10/01/12	10/01/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,000.00		0.00						
													Totals	17	\$65,800.00